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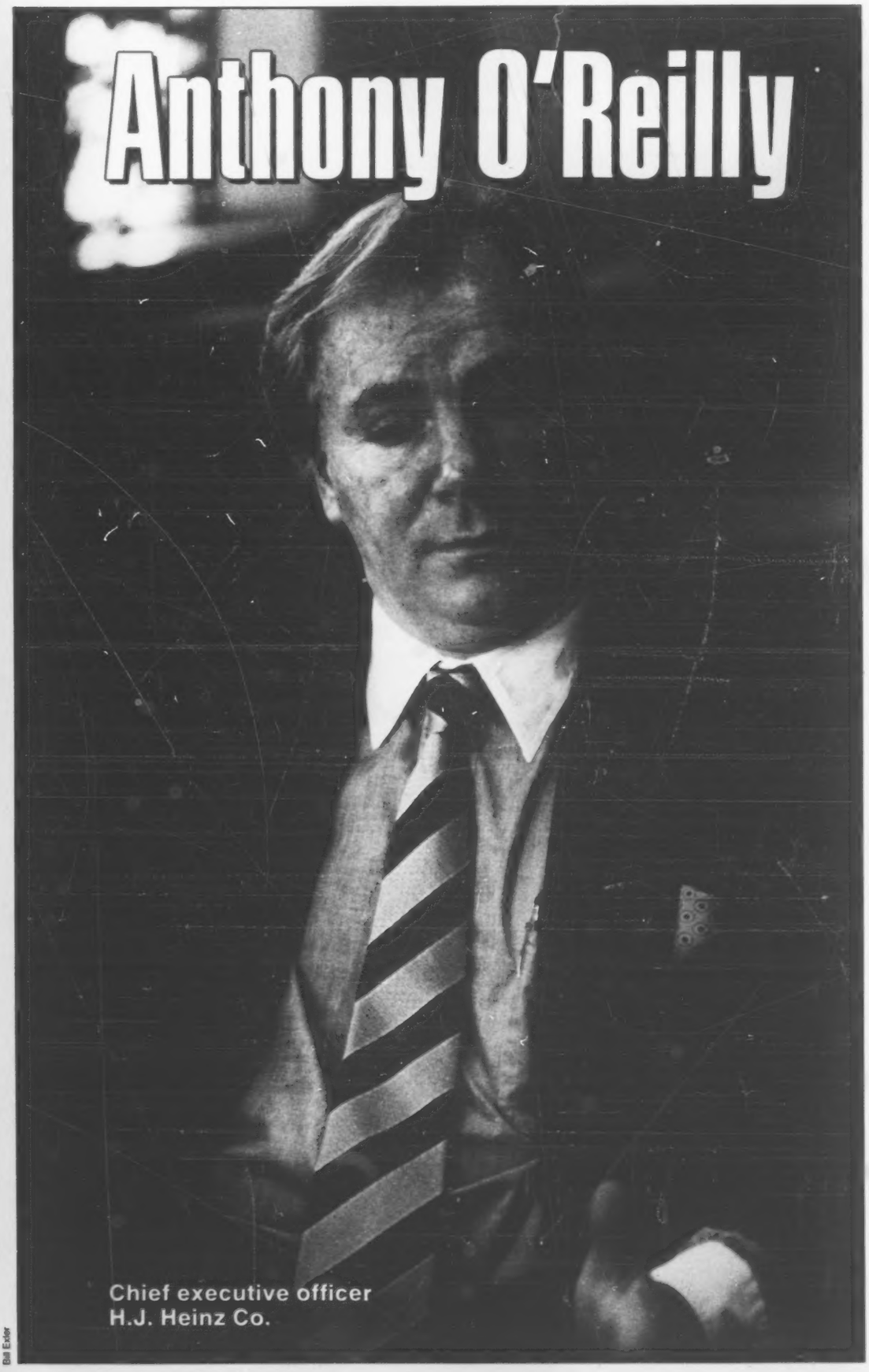

Chief executive officer
H.J. Heinz Co.

Bill Exler

What's on his plate

H.J. Heinz Co. has consistently outperformed other U.S. food companies, managing to wring earnings gains of 12% to 15% out of sales increases averaging 7%.

The reason is Anthony J.F. O'Reilly, chairman, president and ceo of the $5.8 billion marketer.

Mr. O'Reilly, an Irishman well-known on two continents, has built the Pittsburgh-based food giant into one of the world's largest multinational marketers, operating in about 150 countries.

Mr. O'Reilly, 54, also chairman and controlling stockholder of Independent Newspapers Ltd., Ireland's largest publishing group, recently talked with Advertising Age's *Judann Dagnoli on industry trends and plans for continuing Heinz's momentum in the 1990s.*

Advertising Age: *You've been chief executive of Heinz for 10 years. During that time, there have been enormous changes, particularly the megamergers among food companies. Is that trend about over?*

Mr. O'Reilly: I think it is curious if you reflect on what's happened—that you've seen a process of aggregation and you've seen a process of disaggregation.

If you take RJR Nabisco as a classic example. . . . When they were R.J. Reynolds, [it] bought Del Monte. And Standard Brands merged with Nabisco, and then

(Continued on Page 16)

Simplesse budget may surpass $30M

An Advertising Age roundup

NutraSweet Co. hopes to turn Simplesse into a household word, just like its namesake sweetener.

The company declined to reveal the ad budget for Simplesse, but it could be comparable to or exceed NutraSweet's annual $30 million outlay.

The budget "will be very significant," said David Morley, group VP-general manager of NutraSweet's Simplesse Group. "We want to accomplish the same goals [as the NutraSweet brand] in terms of consumer awareness."

Norm Singer, director of research at the company, said the budget "is huge. You will see the name all over."

A major ad campaign for the fat substitute, which last week received a green light from the Food & Drug Administration, will break this spring.

Like the sweetener, Simplesse will be supported by a two-pronged ad approach: the campaign for the food ingredient and a separate campaign for branded products NutraSweet will produce using Simplesse.

Ogilvy & Mather, Chicago, is handling the generic campaign; FCB/Leber Katz Partners, New York, will handle product advertising.

First up among the products is Simple Pleasures, a multiflavor frozen dairy dessert NutraSweet Co. will roll out nationally this summer.

Simple Pleasures will get distribution support from Dreyer's Grand Ice Cream Co., which now operates on the West Coast and in the Midwest.

NutraSweet Co.'s first branded product with newly approved Simplesse will be Simple Pleasures dessert.

Laurel Cutler, vice chairwoman at FCB/Leber Katz and a key figure in Simplesse marketing, wouldn't disclose the ad budget or details on the Simple Pleasures introduction, but she hinted at the strategic approach.

"When you have a real consumer breakthrough, you don't get in the way. You give the news," she said. "Of course, our job is to convey the taste."

Sources say Simple Pleasures' budget will be competitive with a major ice cream launch, which would put it in the $5 million-to-$10 million range.

Mr. Morley said that during the next several weeks, the Simplesse team will meet with the FDA to discuss approval for other products. Last week's FDA announcement affirmed Simplesse's status as generally recognized as safe (GRAS) and approved its use in frozen desserts.

Decisions about giving marketers exclusivity in using Simplesse will be made on a category-by-category basis, Mr. Morley said.

Kraft General Foods Group already has agreed to use Simplesse in mayonnaise and related products. Among other competitors in the $15 billion U.S. market for butter, fats and oils, Borden Inc. and Van den Bergh Foods are seen as the likeliest users of Simplesse.

NutraSweet Co. said authorities in countries including Belgium, Japan, Luxembourg, the Netherlands, Switzerland and West Germany already have recognized Simplesse as a safe ingredient.

Mr. Morley said the company hopes to introduce products abroad by yearend.

The FDA said it also is reviewing a petition from Kraft General Foods for a similar fat substitute made from egg whites and milk proteins. Company Chairman-CEO Michael Miles said he expects approval for the product, code-named "Trailblazer," by yearend.

Also under review is Procter & Gamble Co.'s petition for its fat-substitute olestra. Olestra would have much broader uses than Simplesse. □

Written by Julie Liesse in Chicago with reports from Judith Graham, Gary Levin and Judann Dagnoli in New York, and Laurie Freeman in Washington.

Pepsi cools on celebs

By Patricia Winters

This just in from the cola star wars: Pepsi-Cola Co. may use fewer celebrity ads in the future.

"Celebrity advertising may have run its course," PepsiCo Exec VP-Chief Financial Officer Robert Dettmer said after a presentation to securities analysts at the Consumer Analyst Group of New York's annual meeting last week in Fort Lauderdale, Fla.

"You may see less celebrity advertising, but we can't get completely away from it," he told reporters. "We may be ready to do different things."

Mr. Dettmer's remark was the first from the cola giants acknowledging the industry's celebrity mania may be wearing out.

Pepsi and rival Coca-Cola Co. have been criticized for using too many celebrities and confusing consumers with interchangeable star endorsers.

This year alone, Coca-Cola broke ads with more than 10 different celebrities; Pepsi so far has broken ads with more than five.

Tod MacKenzie, spokesman for Pepsi-Cola Co., later said Mr. Dettmer contends he never made the remark to the reporters, and said the report of his statement was "totally erroneous."

Mr. Dettmer also said to the reporters in Florida that he had spoken earlier to the head of the Pepsi bottlers group on this subject.

Pepsi-Cola Bottlers Chairman Forrest Clay, contacted by *Advertising Age*, said Pepsi-Cola Co. executives have told bottlers that Pepsi has changed its celebrity format.

"Pepsi has told us [the bottlers] that they are going to use celebrity advertising as the needs arise and that there will probably not be as much of it as in the past," Mr. Clay said.

Bottlers opposed earlier ad programs featuring celebrity advertising "almost totally," Mr. Clay said. He said the bottling group supports "the new format" to use celebrity advertising in moderation.

"We need diversification of advertising," he said.

Industry sources say bottlers felt Pepsi was suffering from "celebrity tunnel vision" and didn't offer a generic mix of ads to reach mainstream America. Some bottlers felt they've been barraged with too many "big events," resulting in too much hype.

"If a big event is good, it's great. But one after the other, it's too much hype."

"If a big event is good, it's great. But one after the other, it's too much hype," said one bottler who asked not to be named.

Bottlers support celebrity ads that fit strategically in Pepsi's marketing attacks or offer an emotional connection, this source said.

For instance, bottlers are said to like the Joe Montana spot for Diet Pepsi, in which he makes a strategic challenge to Diet Coke's celebrity endorsers to take an on-air taste test. BBDO Worldwide, New York, is Pepsi's agency.

For its part, Coca-Cola said it won't alter its celebrity strategy.

"I don't think we're going to change our approach. . . . We use celebrities when it enhances a spot, and we'll continue to do that," said Coca-Cola USA spokesman Bob Bertini.

McCann-Erickson Worldwide handles Coca-Cola Classic. Lintas:New York has Diet Coke. □

Judann Dagnoli contributed to this story.

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Diet Coke hits recall chart for first time

By Kate Fitzgerald

Diet Pepsi fattened its roster of celebrity spokesmen and hiked its ad spending by 50% last month, but it still lost the ad recall race to rival Diet Coke.

Diet Coke landed a spot for the first time on the list of the top 10 best-recalled advertising in January, placing ninth in *Advertising Age's* monthly adWatch survey.

Pepsi-Cola Co.'s Diet Pepsi, which finished 18th, last appeared on the top 10 best-recalled list in July 1988.

Both marketers broke new campaigns in early January with dueling celebrities, and Diet Pepsi vowed to boost first-quarter network TV spending 50% (AA, Dec. 11).

Coca-Cola Co.'s new campaign by Lintas:New York, themed "Discover Diet Coke," features Chris Evert, Vanna White and Sugar Ray Leonard.

Diet Pepsi's new campaign, themed "The Right One," broke New Year's Eve and features Billy Crystal and Ray Charles. BBDO Worldwide is the agency.

Diet Pepsi's Super Bowl TV spot Jan. 28 featuring San Francisco 49ers quarterback Joe Montana challenging rivals to a taste test wasn't included in adWatch's survey, taken earlier in the month.

In overall soft-drink advertising, brand Pepsi continued to lead Coca-Cola with 34.3% awareness compared with Coca-Cola's 31.3%. Diet Coke placed third, followed by 7UP and Sprite.

AdWatch survey of advertising awareness Top 10 in January

In January, 1,000 persons were asked: Of all the advertising you have seen, heard or read in the past 30 days, which advertising first comes to mind? Source: Gallup Organization, Lincoln, Neb.

Rank 1/90	Rank 12/89	Advertiser	Agency
1*	7	Ford	J. Walter Thompson USA
1*	2	Pepsi-Cola	BBDO Worldwide
3	4	Budweiser/Bud Light	D'Arcy Masius Benton & Bowles/-DDB Needham Worldwide
4	1	Coca-Cola	McCann-Erickson Worldwide
5*	8	McDonald's	Leo Burnett USA
5*	—	Infiniti	Hill, Holliday, Connors, Cosmopulos
7	3	Chevrolet	Lintas:Campbell-Ewald
8	6	Miller	Backer Spielvogel Bates/-Leo Burnett USA
9	—	Diet Coke	Lintas:New York
10	9	Toyota	Saatchi & Saatchi DFS/Pacific

*Indicates tie.

Ford was the No. 1 best-recalled advertiser in January, up from seventh place the previous month, and it did so without breaking a new TV campaign. J. Walter Thompson USA, Detroit, handles.

Ford may have gotten a jump-start in the recall race from Chevrolet, whose new comparative TV campaign says Chevy trucks outsell Fords in Ford County, Ill. Lintas:Campbell-Ewald, Warren, Mich., handles Chevrolet, which finished seventh.

Infiniti returned to the top 10 best-recalled list in January after a month's hiatus, thanks to ongoing intrigue with its unusual "rocks and trees" TV campaign from Hill, Holliday, Connors, Cosmopulos, Marina del Rey, Calif.

The upscale division of Nissan Motor Corp. USA tied for fifth place with McDonald's Corp. in the January survey; in November it was No. 1 after the campaign broke.

Ford led the category, followed closely by Chevrolet. Toyota was a distant third, followed by Infiniti and Nissan.

Although it didn't make the top 10, the Energizer Bunny helped Ralston Purina Co.'s Eveready Battery Co. into the No. 11 spot, its highest score ever. Chiat/Day/-Mojo handles.

Elsewhere, Kentucky Fried Chicken Corp. finally edged back into the top five best-recalled advertisers in the fast-food category, bumping Taco Bell from the No. 5 spot last month.

KFC's recent controversial TV campaign satirizing McDonald's, via Young & Rubicam, New York, is fueling the surge in awareness. This month marked the first time since December 1988 that KFC has placed among the top five fast-food advertisers.

AdWatch is a joint project of *Ad Age* and the Gallup Organization. Advertising awareness is measured by asking a nationally projectable sample to name the first advertising that comes to mind from all seen, heard or read in the previous 30 days.

Last month, 1,000 adults were polled by phone. The margin of error is plus or minus 3.1%. □

For more information, contact the Gallup Organization, 301 S. 6th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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Nielsen/Ad Age consumption comparisons

Category	1988 sales (millions of dollars) U.S.	U.K.	1987-1988 (% change) U.S.	U.K.	Per capita (in dollars) U.S.	U.K.
Carbonated beverages	7,584	941	5.1	12.1	31.08	16.95
Cheese	3,637	910	4.2	12.8	14.91	16.40
Coffee	3,000	842	-5.2	-0.5	12.29	15.17
Jams, jellies & spreads	1,331	337	1.9	6.1	5.46	6.06
Peanut butter	741	25	-0.3	-1.8	3.04	0.46
Pasta (dry)	897	69	13.5	9.3	3.68	1.24
Mayonnaise	476	40	3.8	10.0	1.95	0.72
Tea	847	691	-0.9	1.6	3.47	12.45
Pet food	3,586	1,085	2.4	8.9	14.70	19.55
Dog	1,895	474	2.4	6.9	7.76	8.54
Cat	1,691	611	2.4	10.5	6.93	11.01
Canned tuna	1,164	126	11.8	15.7	4.77	2.26
Bottled water	351	63	27.9	46.6	1.44	1.13
Vegetable oils	723	104	7.5	10.5	2.96	1.88

Notes: U.S. data are based on supermarkets with sales of $4 million or more, which represent 72% of the total U.S. grocery store business ($304 billion during 1987). Dollar conversions are based on exchange rate of 1 pound = $1.61.
Population calculations based on 55,487,300 - U.K.; 243,988,200 - U.S.
Source: A.C. Nielsen Co.

John Heiland

Ten biggest-selling grocery brands

Wacky chimps help Brooke Bond Foods sell more PG Tips tea.

Brand/marketer	1988 sales in millions of dollars	Agency
Persil detergent/ Lever Bros. (Unilever)	307	J. Walter Thompson Co.
Nescafe coffee/Nestle	301	McCann-Erickson
Whiskas cat food/ Pedigree Petfoods (Mars)	288	D'Arcy Masius Benton & Bowles
Ariel detergent/Procter & Gamble	275	Saatchi & Saatchi Advertising
Andrex toilet paper/Scott Ltd.	264	J. Walter Thompson Co.
Coca-Cola soft drink/ Coca-Cola & Schweppes Beverages	227	McCann-Erickson
PG Tips tea/Brooke Bond Foods	186	BMP DDB Needham
Chum dog food/Pedigree Petfoods (Mars)	166	BSB Dorland
Heinz baked beans/H.J. Heinz Co. Ltd.	150	Young & Rubicam
Flora margarine/ Van den Berghs & Jurgens (Unilever)	147	Still Price:Lintas

Source: Nielsen Marketing Research, Oxford, England

A.C. Nielsen Co. research compares spending of U.K. and U.S. consumers. Of the top 10 grocery brands, U.K. shoppers spend the most on the leading detergent.

After British hit, Beecham takes beverage to U.S.

Major U.K. marketer revitalizes lackluster Lucozade, Ribena sales

By Laurel Wentz

LONDON—SmithKline Beecham Consumer Brands hopes a golden-colored drink invented during a jaundice epidemic in 1932 by a pharmacist in Newcastle, England, will catch on as a U.S. soft drink.

After a lifetime as the drink mothers served to their sick kids, Lucozade was reborn in the U.K. in the late 1980s as an energy-giving beverage for healthy people.

Now Beecham is trying out Lucozade's U.S. potential with tests in Peoria, Ill., and Boise, Idaho. Beecham's U.K. executives have trouble pronouncing those city names but plan to continue the tests, started in August, for up to another year.

"By and large, wherever we've launched it, it's done pretty well, said Peter Glynn-Jones, SmithKline Beecham Consumer Brands worldwide managing director.

Ogilvy & Mather handles Lucozade in the 21 countries where it's sold, and for the U.S. test its New York office created a TV spot, themed "The sparkling energy drink," featuring a female dancer.

In Boise, Lucozade is exceeding sales projections at 14 Albertson's grocery stores, said Gary Spiers, sales manager of Albertson's Idaho division.

"Normally, we need to sell over two cases a week in that category. It is exceeding that," he said.

The test will run at least through summer, said Carl Nelson, retail relations director at Nielsen Marketing Research Group, which is conducting the test. He said results in all areas are encouraging.

However, retailers in the Peoria area weren't so optimistic. Sales are "not too bad," said Thomas Thompson, VP at Thompson's, a chain of eight grocery stores. "There probably is a market for it. But it is pretty high priced."

Sold in traditional, orange barley and lemon barley flavors, Lucozade comes in four-packs of 8.4 ounces each and costs $2 to $2.50. No ad spending figures for the tests are available.

O&M started revitalizing the Lucozade brand in the U.K. seven years ago. Daley Thompson, the world record holder for the decathlon, has been featured in commercials showing him training for different events and gulping down Lucozade.

As the beverage travels around the world, ads are adapted locally featuring, for instance, a Chinese hurdler in the Taiwan test.

Sales have soared in the U.K. to $149 million in 1989 from $48 million in 1984. Lucozade has become the U.K.'s No. 3 soft drink right behind Coca-Cola and Pepsi-Cola, said David King, U.K. chairman of SmithKline Beecham Consumer Brands.

Line extensions now make up half of Lucozade's U.K. sales.

After adding orange, lemon and mixed fruit flavors in 1986, in 1988 Beecham came out with Lucozade Light, with separate ads aimed at women.

The company now is introducing nationally Lucozade Sport isotonic drink. Ads for Lucozade Sport break next month, Mr. King said.

Elsewhere, the drink is a success in Hong Kong. Mr. Glynn-Jones is contemplating a test in Spain this year that could lead to a broader European introduction.

O&M handles Lucozade in all the soft drink's markets.

SmithKline Beecham hurdles soft-drink rivals by repositioning Lucozade as an energy drink. Ogilvy & Mather handles.

Ribena, a lightly carbonated black currant-flavor drink with vitamin C, has been repositioned to emphasize its natural ingredients.

The drink is handled by Grey Ltd., Beecham's other worldwide agency.

U.K. sales climbed to $138 million in 1989 from $38 million in 1984, when the repositioning began.

"We dipped our toe in the water and launched two Ribena drinks without black currant—the strawberry drink and an orange/apricot drink."

A low-sugar Ribena Light and about a half-dozen new fruit flavors have been added since then.

"Last summer, we dipped our toe in the water and launched two Ribena drinks without black currant—the only pure strawberry drink [in the market] and an orange/apricot drink," Mr. King said.

Mr. Glynn-Jones sees some potential for Ribena in the U.S., where it's available on a limited basis, despite the unusual flavor.

"People don't particularly understand black currants," he said. "There's a good market for cranberries in the U.S. I don't see why a good market can't be generated for black currants."

The company, formed last July through the merger of Beecham Group here and U.S.-based SmithKline Beckman Corp., plans to increase its overall U.K. ad budget by 19% to $80 million this year despite forecasts of no growth for the U.K. ad industry, Mr. King said. □

Laura Loro in Philadelphia contributed to this story.

SPECIAL REPORT

Toiletries & Beauty Aids

Edited by Adrienne Ward

Back to basics S-4
Beauty-aids take natural approach.

Tammy Faye Bakker: S-11
All made up with no place to go.

Selling hope . . . or hype? S-12
Garfield finds wrinkles in skincare ads.

Animal uproar

When testing for human health and safety is the issue, beauty-aids marketers struggle to define 'humane'

Kurt Mitchell

By Laurie Freeman

Two members of the cosmetics and toiletries industry gathering this week in Boca Raton, Fla., the angry sign-carrying demonstrators will be a familiar sight.

People for the Ethical Treatment of Animals, a leading animal-rights activist group, plans another "major demonstration" at the annual Cosmetic, Toiletry & Fragrance Association meeting.

The PETA demonstration is but the latest installment in a long-running series to pressure marketers to end animal testing.

"Concern about treatment of animals . . . is related to a growing environmental consciousness among consumers," says Suzanne Grayson, an industry consultant and publisher of *The Grayson Report*.

An exclusive *Advertising Age*/Gallup Organization survey found 60% of consumers say they oppose animal testing on cosmetics and toiletries such as shampoo, lipstick and perfume *(see survey results on Page S-2)*.

Yet according to industry estimates, cosmetics and toiletries companies use only one-half of 1% of all laboratory animals and some 90% of those are rats and mice.

The position of the CTFA—and most health-and-beauty aids companies—is that animal testing is vital to ensure product safety.

Exclusive Advertising Age Gallup Organization survey of consumer attitudes on animal testing: Results on Page S-2.

"The last thing a company wants is a liability suit . . . for a product that wasn't tested," says David Williams, a consultant with the New England Consulting Group.

Still, the beauty-aids industry is "particularly vulnerable to consumer boycotts because it makes products that many consumers deem non-essential," says Henry Spira, coordinator of Animal Rights Coalition, New York.

The list of major cosmetics and toiletries marketers that have abandoned animal testing includes Revlon Inc., Avon Products and Unilever-U.S. subsidiaries Chesebrough-Pond's and Faberge Inc.

Mary Kay Cosmetics and Amway Corp. last year declared moratoriums on animal testing, and Procter & Gamble Co.'s Noxell Corp. subsidiary earlier this year decided to replace tests once performed on the eyes of live rabbits with laboratory tests.

None of the companies say pressure from animal-rights organizations has forced them to alter their positions. Instead, industry executives cite "increased confidence" in the reliability of alternative testing methods.

Not surprisingly, animal testing is a topic few companies want to discuss or advertise.

"It's not a matter of ignoring public awareness of animal testing," says NECG's Mr. Williams. "But it's not a viable marketing strategy for cosmetics, personal-care or household product companies that depend on new technologies and new products to

(Continued on Page S-2)

BAROMETER

Take a number

Top 15 cosmetic and beauty-aids brands by ad spending
($ in millions)

Advertiser	9 mos. 1989	89-88 % chng.
Oil of Olay Lotion	$21.6	31.7
Maybelline mascara	9.8	-17.3
Cover Girl make-up	9.8	-33.0
Bain De Soleil	9.3	83.3
Vaseline Intensive Care hand & nail form	9.3	77.1
Lee artificial nails	8.8	-29.7
Ponds cold cream	8.6	35.6
Jergens Ever Soft lotion	8.1	NA
Clarion skin care	8.1	NA
Vaseline Intensive Care lotion	7.8	-0.6
Loreal Mattique make up	7.7	NA
Parfum Bic Pocket Fragrances	7.6	NA
Cover Girl mascara	7.1	-16.6
Cover Girl Nail Polish	6.9	31.3
Estee Lauder Cosmetics	6.5	-12.1
Top 15	137.1	35.6
All other	343.9	2.8
Total	481.0	10.4

Source: LNA Arbitron Multi-Media Service

Take the pulse

Barometer assumes Tammy Faye Bakker, who reveals her make-up regimen on Page S-11, hasn't turned to surgery to enhance her appearance. So let's assess those who allegedly have.

Ivana Trump . . . Poor Ivana! *Only* $25 million and a mansion. She can always fall back on her "natural" assets to keep the party invitations coming.

Michael Jackson . . . As the recent Sammy Davis Jr. TV special showed, he's the "man" with 1,000 faces. Wasn't it Liz Taylor who said he looked like he "came from another planet"? Just too inhuman.

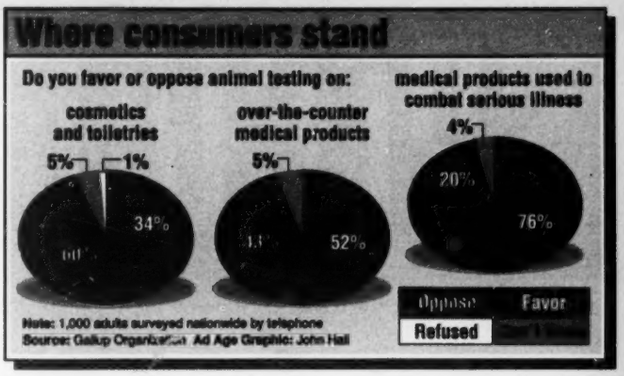
Liz Taylor . . . Compared with Michael Jackson, she's Earth Mother. But she's got a pretty good throwing arm for someone who lives in a glass house.

Barbara Hershey . . . Pucker power hits the big screen. Reworking just the lips—nice touch of subtlety in these days of top-to-bottom makeovers.

Jessica Hahn . . . Speaking of top to bottom. How about another trip to the doctor?

Consumers at odds with animal testing

Survey finds majority oppose it on beauty aids, but respondents lack information on merits



By Adrienne Ward

Consumers are giving a thumbs-down response to animal testing on cosmetics and toiletries.

In an exclusive *Advertising Age* study conducted by the Gallup Organization, 60% of the 1,000 adults surveyed claim they oppose animal testing on cosmetics and toiletries, and 89% say they would purchase products that are not tested on animals.

But while the majority oppose such testing procedures, nearly half of the respondents say they do not know if the products they use are tested on animals.

This dichotomy suggests marketers are not providing enough information in advertising and on packaging to influence consumers' buying decisions.

The results of the study could also reflect consumers' lack of understanding of the merits of animal testing.

The issue of animal testing on consumer products has grown steadily with the "green" movement.

As environmental concerns gain space in the media and importance among consumers, animal testing has become a marketing strategy with some cosmetics and toiletries companies.

But most marketers in this category do not discuss their testing procedures in advertising or packaging.

In the past year, Revlon Inc., Avon Products and Unilever-U.S. subsidiaries Chesebrough-Pond's and Faberge Inc. dropped animal testing while Mary Kay Cosmetics and Amway Corp. issued a moratorium on the practice. Most received extensive publicity in the media for their actions.

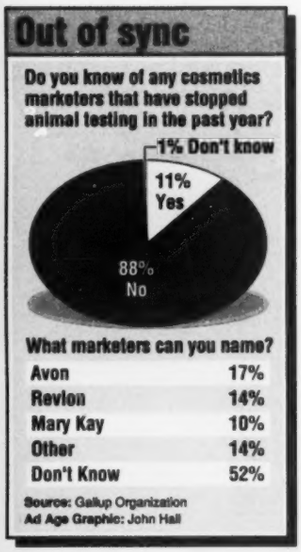
Even so, 88% of consumers surveyed by telephone say they are unaware of any cosmetics or toiletries marketers that have stopped animal testing in the past year. This suggests that while consumers may oppose animal testing, they are not dedicated to following the issue.

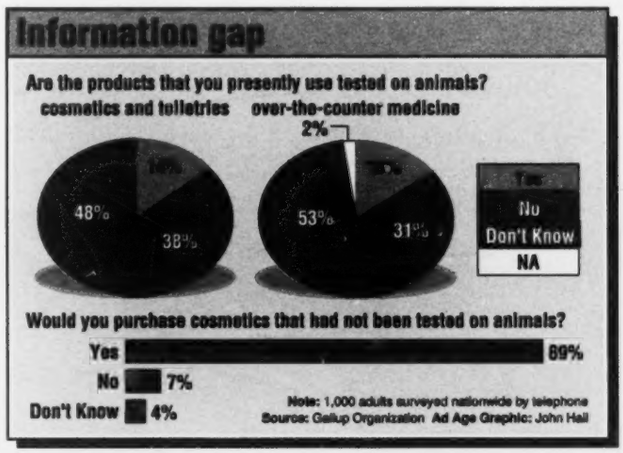
Only 5.2% could name a marketer that has stopped animal testing with Avon being cited most often, followed by Revlon and Mary Kay.

Women, the primary purchasers of cosmetics and toiletries such as shampoo, lipstick and perfume, are more opposed to animal testing on such products than men; 68% of women oppose it vs. 52% of men.

But 46% of women surveyed do not know if the products they presently use are tested on animals. Only 11% can identify a marketer that has stopped such testing procedures. Of the women who are aware of such bans, 28% cited Avon.

Consumers' reaction to animal testing is directed primarily at cosmetics and toiletries such as shampoo, lipstick and perfume: 76% of respondents say they favor animal tests on products used to combat serious illnesses such as cancer and AIDS, and 52% favor animal testing on medical products sold over the counter such as headache pills. □





Animal uproar

(Continued from Page S-1)

remain competitive."

Revlon this year is promoting its first 100% non-animal-tested product, Pure Skin Care, with a campaign by Tarlow Advertising, New York, that will tout the absence of animal testing.

But the industrywide lack of promotion shows up clearly in the Gallup study for *Advertising Age (see story and charts above).*

The results show that although most consumers oppose animal testing on cosmetics and toiletries, most also are unaware of companies' involvement with such tests.

The survey results reflect consumers' lack of understanding of the "complex" animal-testing issue, industry lobbyists say. "There hasn't been enough education out there to educate consumers that animal testing ensures human health and safety," says Irene Malbin, CTFA VP-public affairs. The CTFA has compiled informational kits designed to educate legislators and the media on why it believes testing must remain an option, she adds.

On the other end of the controversy, Kathy Guillermo, director of PETA's campaign to stop product testing on animals, says she believes the survey results "indicate there's a growing awareness of what's being done to animals in the name of beauty."

The results match similar data amassed by P&G, a favorite boycott target of animal-rights activists. "We find consumers assume products are safe, but they don't understand the process products go through to be safe," says a P&G spokeswoman.

Observers on both side of the issue agree P&G plays a leading role in developing alternatives to animal testing.

While the U.S. Food & Drug Administration does not explicitly endorse animal testing, the agency "strongly urges cosmetic manufacturers to conduct whatever toxicological or other tests that are appropriate to substantiate the safety of the cosmetics," an FDA spokesman says.

The absence of advertising related to animal testing reflects the fact that "companies don't want to remind consumers that animals at any time have played a role in making cosmetics," Mr. Spira says. "And for people who don't consider animal testing an issue . . . companies feel there's no benefit in mentioning the subject."

Yet marketers that promote beauty aids as being free of animal testing may reap big profits in the 1990s, which so far has developed a reputation for being the decade of environmental awareness.

"Once people know [about animal testing], they would very happily buy products that are not tested on animals," asserts PETA's Ms. Guillermo.

In a poll conducted by the Council on Economic Priorities, 78% of respondents say they had "switched brands" because of the council's "Shopping for a Better World" ratings. The guide rates corporate performance in 10 categories, including the environment and animal testing.

Most companies marketing "cruelty-free" products are small, and their products are found mainly in natural food stores or their own boutiques.

The Body Shop International, with 14 outlets in the U.S., asserts prominently in its stores and catalogs that animal testing is "Cruel, unncessary and rejected by The Body Shop."

Instead, The Body Shop uses volunteers and in-vitro procedures to test ingredients and products. "We have found, over time, that human testing is reliable," says Michael Waldock, president of Body Shop U.S. "There's no rational reason . . . to use animal tests."

Genesis Inc., a 6-month-old company, recently introduced in the U.S. a non-animal-tested line the company hopes will win mainstream distribution.

Genesis imports BWC, an extensive line of color cosmetics, skin treatment and hair-care items from Beauty Without Cruelty, based in Tonbridge, England.

The company plans to spend $30,000 to advertise BWC this year, primarily in magazines such as *Mother Jones* and *East-West Journal*. Shadorf & Hennessy, San Francisco, is the agency.

"Publicity on both sides of the issue have made consumers think about where they are going to draw the line, whether they want to buy products that have been tested on animals," says Scott Egide, Genesis VP. □

Is 'cruelty-free' for real?

Toxicologist questions authenticity

Cosmetics marketers that pitch their products as being "cruelty-free" could be playing a game of smoke and mirrors.

"Products that have not been tested on animals are made from formulations or slight variations of ones that have already been tested," says Dr. Alan Goldberg, director of the Johns Hopkins University Center for Alternatives to Animal Testing. "No one would market a product that hasn't been tested by someone."

Dr. Goldberg has been developing animal-testing alternatives since 1981, when he initiated the center at the request of the Cosmetic, Toiletry & Fragrance Association.

The center is developing in-vitro methods that are widely used as alternatives to animal tests. The testing methods involve collecting cells in a glass dish and growing a piece of tissue after adding the proper nutrients. Toxicologists can then test products or chemicals on the tissue.

"I believe it's essential to use fewer animals. That's doing the right thing," Dr. Goldberg says. "Bio-medical scientists . . . aren't cruel; we realize [laboratory animals] are living, breathing beings."

Still, Dr. Goldberg worries an alternative testing method will backfire someday, resulting in a product that has negative side effects on consumers.

A. Goldberg

"If untried methods are too rampantly pushed and then fail, that would set us back years and years," he says.

"Today, you don't have cosmetics causing blindness; 35 years ago, you did.

"There's been a change in Western society where you can walk into a store and buy something and you know it's safe. A brand stands for something now."

There is also the matter of money.

Testing a new chemical or ingredient on animals can cost $500,000 to $1.5 million, take two or three years and require the sacrifice of thousands of animals. "We don't have the space, money or time for that," he says.

—Adrienne Ward

Adrienne Ward contributed to this story.

MEDIAWORKS

JANUARY AD RESULTS

January a bleak start to first-quarter slide

January was dismal for magazines tracked by Publishers Information Bureau, with total ad page counts down 4.8% from a year ago to 10,399.89.

The slide was anticipated. December's ad page tally fell 1.7% from the same month in 1988, and publishers expected marketers to tighten their belts in the first quarter this year in anticipation of a weakened economy.

Although February and March are expected to be slow, magazines project ad pages will bounce back in the second quarter.

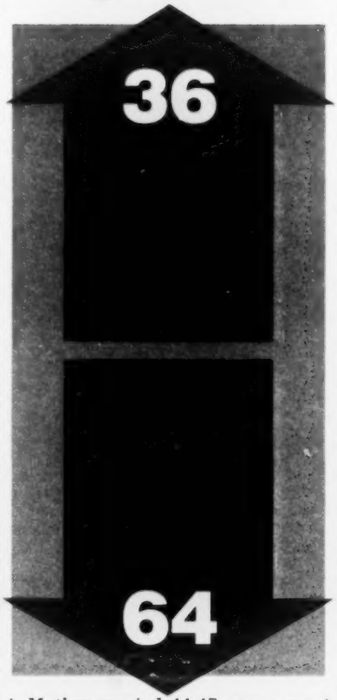
Time Inc. Magazine Co.'s weeklies were among the long list of titles taking strong hits. *People, Time* and *Sports Illustrated* all posted year-to-year declines for the month, coinciding with Time's launch of *Entertainment Weekly*, its most aggressive start-up in years.

But perhaps most battered by January's fallout were women's magazines, including the "Seven Sisters." *Family Circle* saw ad pages dip 35.6% to 61.8, while *McCall's* suffered a 25.3% drop to 55.89 pages.

Good Housekeeping's pages fell 19.5% to 75.98; *Redbook* fell 26.7% to 55.77 pages; *Better Homes & Gardens* carried 64.57 pages, a 13.2% dip; and *Woman's Day* posted a 21.4% decline to 74.74 pages. Meredith Corp.'s *Ladies' Home Journal*, led by new publisher Donna Galotti, was least affected. The magazine carried 83.19 ad pages, down just 1.6%.

Among other women's titles, *Cosmopolitan's* pages dropped 9.1% to 117.29; *Lear's* saw pages fall 29.5% to 49.15; and *New Woman* suffered a 15.3% decline to 52.94 ad pages.

In contrast, Lang Communications' *Working Woman* had a strong month with 87.62 ad pages, a 23.2% jump. Lang's *Working Mother* carried 44.47 pages, up 2.4%.



Vogue led the fashion magazine category with 101.85 pages, a 3% gain.

Men's magazines also posted poor January results. Category leader *GQ* carried 68.04 ad pages, down 17.5%, while *Esquire* carried 62.85, a 15% decline. *Playboy's* pages fell 40.8% to 58.11. *Penthouse* was up 2.9% to 56.87.

Among general sports books, Time Warner's *Sports Illustrated* carried 147.03 ad pages, down 23.2%. *The Sporting News'* pages fell 20.7% to 40.96. *Sport* carried 20.61 ad pages, down 10.6%.

Time led the Big 3 newsweeklies, with January pages down 0.1% at 187.99. *Newsweek* carried 145.94 pages, down 7.5%. *U.S. News & World Report's* pages dipped 6.7% to 111.27.

People saw pages fall 16.7% to 174.28. *TV Guide*, coming off a year in which its ad pages fell 7.2%, continued its slide. It carried 253.03 pages last month, down 17.6%.

TV Guide still came in second among all magazines, behind *Fortune* as No. 1. Time Warner's *Fortune* carried 257.83 ad pages, a 6.6% drop. *Forbes* finished third with 247.15 ad pages, a 9.6% increase. *Business Week*, 1989's ad page leader, was fourth with 241.52 pages, down 2.1%.

Rounding out the top 10 were *Entrepreneur* (220.95 pages, up 9.8%); *Yachting* (191.68, down 4.1%); *Time*; *Golf Magazine* (184.32, up 12.1%); *The Economist* (175.04, up 23.9%); and *People*.

Among the month's few shining stars were *The New Yorker*, with 166.49 pages, a 10.2% increase, and *National Geographic Magazine*, which carried 20.64 pages, more than double January 1989's 9.82 pages.

Architectural Digest bounced back after a weak December, carrying 116.85 ad pages, a 7.4% increase.

The highly competitive travel field remained strong for category leaders, but some second-tier books weakened. American Express Publishing Corp.'s *Travel & Leisure* carried 86.62 ad pages, up 27.8%. *Conde Nast Traveler* was up 7.2% to 57.19 pages. *National Geographic Traveler* continued its steady growth with 21.72 ad pages, a 43.4% climb. But *Endless Vacation* saw pages fall 44.8% to 37.14, and *Travel Holiday's* pages dipped 10.7% to 19.32. □

Written by Scott Donaton.

Magazine ad-page leaders

Publishers Information Bureau figures for January 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Fortune	257.83	(6.6)	12,702,300	0.3
2	TV Guide	253.03	(17.6)	27,480,284	(9.1)
3	Forbes	247.15	9.6	10,690,034	16.2
4	Business Week	241.52	(2.1)	14,274,697	0.8
5	Entrepreneur	220.95	9.8	1,998,447	37.9
6	Yachting	191.68	(4.1)	1,061,261	(8.9)
7	Time	187.99	(0.1)	26,226,842	5.0
8	Golf Magazine	184.32	12.1	4,475,886	15.1
9	The Economist	175.04	23.9	1,409,018	36.0
10	People	174.28	(16.7)	16,415,500	(6.0)
11	The New Yorker	166.49	10.2	4,419,412	27.6
12	Salt Water Sportsman	165.58	(17.1)	926,228	(32.7)
13	New York Magazine	147.65	(15.1)	2,130,389	(15.1)
14	Sports Illustrated	147.03	(23.2)	17,729,673	(12.4)
15	Newsweek	145.94	(7.5)	16,028,655	0.6
16	Cosmopolitan	117.29	(9.1)	6,855,884	(3.2)
17	Architectural Digest	116.85	7.4	3,004,997	11.4
18	Ski	116.50	(12.9)	2,483,003	5.6
19	U.S. News & World Report	111.27	(6.7)	9,077,283	5.4
20	American Way	110.58	(13.0)	1,497,438	4.3
21	Golf Digest	103.16	17.0	4,070,440	(7.7)
22	Texas Monthly	102.25	6.7	966,981	13.3
23	Vogue	101.85	3.0	4,125,972	29.7
24	Popular Photography	100.57	16.0	2,509,828	31.1
25	Car & Driver	99.15	(6.5)	3,710,436	(5.7)
26	Muscle & Fitness	98.78	(30.5)	1,687,550	(3.0)
27	Southern Living	90.53	6.2	4,817,558	27.7
28	Town & Country	89.91	33.6	2,048,616	52.6
29	Working Woman	87.62	23.2	2,343,320	22.5
30	Travel & Leisure	86.62	27.8	3,301,540	32.0
31	Skin Diver	86.12	(16.2)	804,163	(13.2)
32	Money	84.99	(1.9)	5,328,589	2.9
33	Ebony	84.00	12.6	2,940,449	25.1
34	Ladies' Home Journal	83.19	(1.6)	5,830,537	6.7
35	Rolling Stone	79.87	(1.8)	2,881,042	(0.7)
36	Skiing	79.71	(5.0)	1,855,826	(9.2)
37	Smithsonian	79.63	17.0	3,080,200	18.3
38	Inc.	76.44	(7.6)	3,068,681	3.9
39	Jet	76.00	(16.9)	1,259,840	(8.9)
40	Good Housekeeping	75.98	(19.5)	7,868,228	(4.0)
41	Sunset	75.90	(13.3)	2,268,159	(2.7)
42	American Health	75.24	5.7	1,429,151	13.3
43	Woman's Day	74.74	(21.4)	5,783,804	(14.2)
44	Financial World	73.94	61.2	1,629,680	88.9
45	Spectrum	70.30	(13.6)	584,452	(12.9)
46	W	69.30	(20.9)	1,601,855	(9.5)
47	GQ	68.04	(17.5)	1,639,959	(17.1)
48	Mother Earth News	65.67	(10.0)	847,929	(4.2)
49	Four Wheeler	65.50	(8.9)	473,249	(3.2)
50	Mirabella	64.97	1,000.0	695,017	100.0
51	Better Homes & Gardens	64.57	(13.2)	8,037,299	(6.6)
52	Glamour	64.51	(17.6)	3,620,993	(10.5)
53	Elle	64.31	(11.8)	1,894,743	(14.4)
54	Parents	63.92	(16.1)	2,508,719	(18.0)
55	San Francisco Focus	63.56	(7.8)	405,114	(3.4)
56	Gourmet	63.41	9.9	1,560,726	14.2
57	Home Office Computing	63.13	19.1	950,010	42.6
58	Delta Sky	62.96	(18.8)	1,673,820	(3.1)
59	Esquire	62.85	(15.0)	2,001,897	(8.2)
60	Yankee	62.48	(0.4)	761,993	7.0
61	Road & Track	62.00	(27.5)	1,660,853	(27.4)
62	Self	61.93	(15.0)	2,433,615	4.8
63	Family Circle	61.80	(35.6)	5,339,784	(27.9)
64	Metropolitan Home	61.33	8.1	1,801,595	9.1
65	Child	61.23	0.8	678,286	43.1
66	Bassmaster	60.32	(16.2)	1,193,475	(11.0)
67	Southern Accents	60.13	(16.0)	627,210	(5.1)
68	Sports Afield	59.95	29.6	1,012,210	23.1
69	Premiere	59.32	22.1	1,032,865	50.2
70	Reader's Digest	59.10	(10.5)	5,505,313	(10.1)
71	Playboy	58.11	(40.8)	3,982,909	(33.2)
72	Life	57.96	(18.1)	5,273,105	(19.0)
73	Bon Appetit	57.91	(15.5)	1,750,489	(8.7)
74	Conde Nast Traveler	57.19	7.2	1,558,229	28.9
75	Art & Antiques	56.93	(1.0)	313,393	8.0
76	Penthouse	56.87	2.9	2,344,143	17.1
77	Cooking Light	55.93	13.3	835,823	45.8
78	McCall's	55.89	(25.3)	4,013,449	(6.4)
79	Redbook	55.77	(26.7)	3,838,130	(23.6)
80	Mademoiselle	54.70	(3.7)	1,899,381	4.4
81	Harper's Bazaar	54.33	32.4	1,533,407	41.6
82	Motor Trend	53.75	(20.2)	1,794,246	(17.9)
83	Seventeen	53.38	10.8	1,704,341	21.5
84	Essence	52.99	(25.4)	1,314,974	(16.3)
85	New Woman	52.94	(15.3)	1,312,585	(9.3)
86	Country Living	52.49	(19.6)	2,061,347	(16.8)
87	Vanity Fair	52.28	13.8	1,782,036	34.9
88	Connoisseur	50.79	(8.7)	785,627	(11.2)
89	Outdoor Life	50.13	(27.2)	1,557,800	(26.7)
90	Lear's	49.15	(29.5)	723,308	(30.9)
91	House & Garden	49.04	11.0	1,120,741	(0.5)
92	Field & Stream	48.88	(8.1)	1,993,271	(17.3)
93	Black Enterprise	48.32	45.3	683,790	65.4
94	Changing Times	47.72	0.2	1,287,488	7.0
95	Star Magazine	46.59	(17.9)	1,576,214	(11.5)
96	Harvard Business Review	46.39	(46.4)	642,488	(25.4)
97	Working Mother	44.47	2.4	934,848	25.5
98	True Story	44.11	14.1	644,666	11.1
99	Hot Rod	43.73	(47.1)	972,884	(43.2)
100	Popular Mechanics	43.70	(11.8)	1,500,693	(1.9)

Percent change is computed from January 1989 pages. Source: Publishers Information Bureau

LAUNCHING PAD

New publication launches.

'ChildCare'

Cara Communications will introduce in June *ChildCare, the Management Magazine*, a monthly targeted to professionals in the childcare industry. Controlled circulation is 125,000. A b&w page is $8,625; a color page is $10,125. Andrew Mooney and Linda Cottingham are publishers, Debra A. Steilen is editor and Michael Triunfo is advertising director. Offices are at 100 Court Ave., Des Moines, Iowa 50309. Phone: (515) 282-2888.

'Volleyball'

Western Empire Publications will introduce with a July/August issue *Volleyball*, an every-other-monthly for players of indoor and beach volleyball. Initial rate base is 30,000. A b&w page is $1,700; a color page is $2,425. Bob Mignogna is publisher, Dave Gilovich is editor and Peter Townend is advertising director. Offices are at 950 Calle Amanecer, Suite C, San Clemente, Calif. 92672. Phone: (714) 492-7873.

'At Home'

San Francisco Focus will introduce with an April issue *At Home*, a quarterly targeted to upscale homeowners in the San Francisco Bay area. Controlled circulation is 85,000. A b&w page is $3,925; a color page is $5,320. Susie McCormick is publisher, Mark Towelson is editor and Ron Evans is advertising director. Offices are at 680 Eighth St., San Francisco 94103. Phone: (415) 553-2800. □

MediaWorks is written by Scott Donaton, Wayne Walley and Janice Kelly.

Arbitron, Nielsen ready passports

Programming and business-side developments in broadcasting.

Passive invasion. Telemetric's passive people meters soon will be migrating to the U.S. from France by way of the Arbitron Co. The research company said the first shipment of Motivac meters is expected within the next two months. The meters could be in operation as early as 1991, pending evaluation and certification by Underwriters Laboratories and the Federal Communications Commission. Successive shipments will be integrated into its ScanAmerica service as well as local-market TV measurements, Arbitron said. The company will spend $150 million over six years to bring as many as 36,000 Motivacs here.

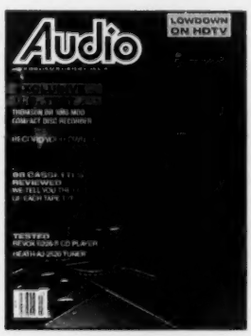
The boat sails both ways. A.C. Nielsen Co. was awarded the contract for pan-European TV audience measurement in 11 countries by Pan-European Television Audience Research. That group includes the BBC; RAI (Italian state TV); Sky Television; and two German-language satellite channels, RTL Plus and Sat 1. Included in the contract are cable households in West Germany, the Netherlands, Belgium, Switzerland, Austria, Norway, Sweden, Denmark, Finland, the U.K. and Ireland. Terms of the contract weren't disclosed.

Recycled news to go. Instead of allowing the nightly news to simply fade from memory, NBC News Productions is culling from its broadcasts and creating a new 1-hour monthly audio program recapping major news events. "NBC News Pulse," introduced by Tom Brokaw, includes reports on business, film, medicine, music, science, sports and special features. The network tested the tape last fall and is seeking corporate or special-interest group sponsors. NBC will distribute the cassette to the sponsor's targeted audience.

Betting on radio. Pete Rose may be banned from baseball but not from the airwaves. Cincinnati's WCKY-AM news/talk radio has added the record-setting hitter to its weekday on-air lineup. Starting March 19, Mr. Rose will give a 3-minute daily report, "On the Ball With Pete Rose," and will join local sportscaster John Popovich on Thursday evenings for "Pete Rose on Baseball," a 1-hour weekly conversation series. □

Print advertising opportunities.

Audio, New York, "15th annual car stereo directory" special editorial section, May issue; ad close: March 5. B&w page: $10,575; color page: $13,560.



Modern Bride, New York, "Bed and bath" special advertising section, June/July issue; ad close: March 9. Color page: $24,130.

Charleston, Charleston, S.C., "Spoleto" special advertising section, May/June issue; ad close: March 10. Color page: $2,500.

Atlanta Business Chronicle, Atlanta, "Advertising and public relations" special editorial section, March 19 issue; ad close: March 12. B&w page: $2,240; color page: $2,460.

Rolling Stone, New York, "20th anniversary of Earth Day" special editorial issue, May 13 issue; ad close: March 12. B&w page: $28,090; color page: $40,035.

Esquire, New York, "Father's Day gift guide" special advertising section, June issue; ad close: March 15. Color ¼-page: $8,000.

Southern Living, Birmingham, Ala., "Travel South" special advertising section, summer issue; ad close: March 15. B&w page: $6,820; color page: $9,240.

American Bar Association Journal, Chicago, "Automated management solutions" special editorial report, May issue; ad close: March 19. B&w page: $11,250; color page: $14,810. □

CONSUMER MAGAZINE AD LINAGE

	January 1990	January 1989
■ Auto/cycle/rec. vehicles		
AutoWeek (52X)	125.0	141.9
Car & Driver C.	99.2	106.0
Car Collector & Car Classics	19.5	18.0
Car Craft	47.5	53.1
Circle Track	61.4	55.6
Cycle	25.4	35.1
Cycle World	30.9	23.0
Dirt Rider	32.3	31.2
Dune Buggies & Hot VWs	67.1	69.4
Family Motor Coaching	149.9	196.0
4 Wheel & Off-Road	61.3	64.5
Four Wheeler C.	65.5	71.9
Hot Rod C.	43.7	82.6
Motorcyclist	18.2	21.0
Motor Trend C.	53.8	67.3
Motorhome	85.4	80.4
Rider	23.1	22.9
Road & Track C.	62.0	85.5
Trailblazer	36.0	44.0
Trailer Life	78.2	89.5
Total Group	**1,185.2**	**1,358.9**
% change	**-12.8%**	
■ Boating & yachting		
Boating	167.0	200.8
Chesapeake Bay	29.3	37.8
Cruising World	95.6	104.9
Lakeland Boating (11X)	81.0	90.0
Motor Boating & Sailing	138.0	188.0
Sail	173.4	106.6
Trailer Boats (11X)	73.9	88.7
Western Boatman (6X)	34.5	51.0
Yachting C.	191.7	199.9
Total Group	**984.4**	**1,067.7**
% change	**-7.8%**	
■ Civic/fraternal		
Elk (10X)	16.5	17.3
Kiwanis	25.8	14.2
Rotarian	15.8	11.2
V.F.W. (11X)	29.5	34.3
Total Group	**87.6**	**77.0**
% change	**13.8%**	
■ General		
American Health (10X) C.	75.2	71.2
American Legion	45.6	41.4
Art & Antiques (10X) C.	56.9	57.5
ARTnews (10X)	120.5	86.5
The Atlantic A. C.	41.7	66.2
Bon Appetit A. C.	57.9	68.5
Cable Guide C.	27.1	36.6
Changing Times C.	47.7	47.6
Conde Nast Traveler C.	57.2	53.4
Connoisseur C.	50.8	55.7
Consumers Digest (6X) C.	21.4	24.0
Ebony C.	84.0	74.6
Food & Wine C.	43.1	45.9
Golden Years (6X)	33.4	25.6
Gourmet C.	63.4	57.7
Harper's Magazine A. C.	33.8	31.7
Harrowsmith (6X)	50.0	60.9
Islands (6X)	51.7	56.5
Let's Live	45.0	45.0
Life C.	58.0	70.8
Money C.	85.0	86.6
Mother Earth News C.	65.7	73.0
National Geographic C.	20.6	9.8
National Geographic Traveler (6X) C.	21.7	15.1
Natural History C.	30.8	38.8
New Choices C.	19.7	30.4
Prevention C.	36.3	53.9
Psychology Today C.	30.1	41.5
Reader's Digest A. C.	59.1	66.0
Smithsonian C.	79.6	68.1
Town & Country C.	89.9	67.3
Travel-Holiday C.	19.3	21.6
Travel & Leisure C.	86.6	67.8
Travelhost	1,111.0	1,169.0
Vanity Fair C.	52.3	45.9
Yankee C.	62.5	62.7
Total Group	**2,934.8**	**2,994.9**
% change	**-2.0%**	
■ Home		
Americana (6X)	12.0	21.6
Architectural Digest A. C.	116.9	108.8
Better Homes & Gardens C.	64.6	74.4
Columbus Monthly-Homes (4X)	26.7	29.8
Cooking Light C.	55.9	49.4
Country Living C.	52.5	65.3
Family Handyman (10X) A. C.	23.3	36.2
Florida Home & Garden	55.8	107.8
Home C.	39.5	40.2
Home Mechanix C.	33.7	36.7
Horticulture	47.1	42.1
House Beautiful C.	42.0	44.8
House & Garden C.	49.0	44.2
Metropolis	61.9	64.8
Metropolitan Home C.	61.3	56.7
1,001 Home Ideas C.	43.1	50.0
Organic Gardening (10X) C.	40.3	54.1
Phoenix Home/Garden	56.8	66.3
Practical Homeowner (9X) C.	29.9	—
San Diego Home/Garden	57.8	57.7
Southern Accents (6X) C.	60.1	71.6
Southern Living C.	90.5	85.2
Sunset Magazine A. C.	75.9	87.6
Workbench (6X)	31.3	39.7
Total Group	**1,228.0**	**1,334.9**
% change	**-8.0%**	
■ In-flight & other passenger		
Aboard Group (6X)	37.7	35.3
Alaska Airlines	69.5	58.8
America West Airlines	81.3	69.0
American Way (24X) C.	110.6	127.1
East/West Network:		
Continental Profiles	50.8	51.3
Eastern Review	33.5	56.0
Pan Am Clipper	37.6	33.7
Southwest Spirit	47.8	54.7
TWA Ambassador	38.0	43.5
Vis 'A Vis	60.5	69.3
Halsey Publication: Delta Sky C.	63.0	77.5
Pace Communications: US Air Magazine	56.2	35.8
Spirit of Aloha	33.2	25.2
Total Group	**719.7**	**737.2**
% change	**-2.4%**	
■ Men's		
Esquire A. C.	62.9	74.0
Firehouse Magazine	35.9	36.8
Gentlemen's Quarterly A. C.	68.0	82.5
M Magazine C.	35.0	35.0
Muscle & Fitness C.	98.8	142.2
Penthouse A. C.	56.9	55.3
Playboy A. C.	58.1	98.1
Total Group	**415.6**	**523.8**
% change	**-20.7%**	
■ Metropolitan		
Aloha (6X)	45.4	29.7
Atlanta	54.8	55.0
Baltimore	47.1	50.0
Boston	90.7	119.2
California C.	36.8	34.9
Chicago	99.2	118.6
Chicago's North Shore	78.1	89.5
Cincinnati	32.5	34.1
Cleveland	38.9	39.3
Columbus Monthly	58.0	58.7
Connecticut	95.2	78.2
D/Magazine	43.6	55.0
Detroit Monthly	50.4	57.3
Grand Rapids	47.9	48.6
Honolulu	50.4	49.3
Houston Metropolitan Magazine	52.8	43.7
Inside Chicago (8X)	17.0	37.5
Los Angeles	120.6	121.3
Louisiana Life (6X)	30.6	27.5
Marlson	36.0	38.0
Memphis	47.1	61.2
Mid Atlantic Country	32.5	26.2
Milwaukee	45.0	40.7
Minneapolis/St. Paul	96.1	71.8
Minnesota Monthly Magazine	53.0	50.0
Nashville	58.0	52.0
New England Monthly	58.8	54.1
New Jersey Monthly	68.8	77.2
New Mexico	91.3	95.9
Ohio	56.5	53.0
Orlando	103.0	87.0
Pacific Northwest	38.0	34.9
Palm Beach Life	87.0	97.4
Palm Springs Life	170.8	178.4
Philadelphia	127.3	122.7
Phoenix	46.7	48.2
Pittsburgh	45.8	42.8
Rhode Island Monthly	50.5	43.7
Sacramento Magazine	58.8	46.6
St. Louis	35.4	41.7
San Diego	117.8	105.8
San Francisco Focus C.	63.6	68.9
Sarasota	106.0	93.0
South Florida Magazine	101.6	127.7
Texas Monthly C.	102.3	95.8
The Virginian (6X)	45.0	43.0
Washington (7X)	29.7	48.0
The Washingtonian	119.5	157.5
Total Group	**3,181.6**	**3,250.5**
% change	**-2.1%**	
■ Music/entertainment		
Audio	108.4	109.3
Dance Magazine	64.9	59.2
Playbill	39.5	40.6
Video Magazine	81.0	71.0
Total Group	**293.8**	**280.1**
% change	**4.9%**	
■ Outdoor & sport		
Alaska	35.9	33.5
The American Handgunner (6X)	54.0	54.0
American Hunter	16.5	15.8
American Rifleman	22.5	20.6
Bass Master (10X) A. C.	60.3	71.9
Cross Country Skier	49.5	47.0
Ducks Unlimited (6X)	22.6	29.6
Field & Stream C.	48.9	53.2
Fishing World (6X)	28.5	40.3
Florida Sportsman	133.5	125.9
Golf Digest C.	103.2	88.2
Golf Magazine C.	184.3	164.4
Gun Dog (6X)	38.2	40.0
Guns	43.0	34.0
Guns & Ammo	32.0	37.4
In-Fisherman (7X)	93.5	119.0
Outdoor Life C.	50.1	68.8
Outside Magazine	36.3	38.4
Petersen's Hunting	29.3	37.7
Runner's World (12X) C.	29.3	29.3
Salt Water Sportsman	159.7	194.5
Shooting Times	28.1	29.7
Sierra (6X)	29.0	53.4
Ski (8X) A. C.	116.5	133.8
Skiing (7X) A. C.	79.7	83.9
Skin Diver C.	86.1	102.7
Southern Outdoors (9X)	35.4	36.7
Southern Saltwater (8X)	48.1	58.3
Sport Magazine C.	20.6	23.1
Sports Afield C.	60.0	46.3
Surfing	64.0	55.9
Tennis C.	42.8	34.7
Waterski (9X)	93.3	96.5
Western Outdoors (10X)	30.1	31.1
Wildfowl (6X)	23.9	25.5
Wing & Shot (6X)	14.1	16.8
World Tennis C.	20.7	21.0
Total Group	**2,063.5**	**2,192.7**
% change	**-5.9%**	
■ Photography		
American Photographer C.	40.6	35.5
Petersen's Photographic	19.8	26.9
Popular Photography C.	100.6	86.7
Total Group	**161.0**	**149.1**
% change	**8.0%**	
■ Science/electronic/mech		
Discover C.	34.2	35.9
Home Office Computing C.	63.1	53.0
Omni C.	43.2	55.4
Personal Computing	151.0	196.4
Popular Mechanics C.	43.7	49.6
Popular Science C.	41.8	56.6
Scientific American C.	37.6	33.3
Spectrum C.	70.3	81.4
Total Group	**485.0**	**561.5**
% change	**-13.6%**	
■ Woman/fashion/service		
Beauty Magazine (10X)	18.7	—
Cosmopolitan A. C.	117.3	129.1
Elle C.	64.3	72.9
Essence C.	53.0	71.1
Family Circle (17X) A. C.	61.8	96.0
Glamour C.	64.5	78.3
Good Housekeeping A. C.	76.0	94.4
Harper's Bazaar C.	54.3	41.0
Health C.	30.3	34.4
Imagen	51.1	42.0
Ladies' Home Journal C.	83.2	84.6
Lear's C.	49.2	69.8
Mademoiselle C.	54.7	56.8
McCall's C.	55.9	74.9
Military Lifestyle (10X)	45.7	47.7
New Woman C.	52.9	62.5
Parents Magazine A. C.	63.9	76.2
Redbook C.	55.8	76.1
Savvy C.	30.1	41.8
Self C.	61.9	72.9
Seventeen C.	53.4	48.2
Shape C.	42.6	53.7
Soap Opera Digest (26X) C.	24.8	31.2
Teen Magazine	28.8	22.2
True Story A. C.	44.1	38.7
Vogue C.	101.9	98.8
W Magazine C.	69.3	87.6
Weight Watchers C.	34.3	33.3
Woman (10X) C.	17.7	—
Woman's Day (15X) A. C.	74.7	95.1
Workbasket	23.3	25.5
Working Mother C.	44.5	43.5
Working Woman C.	87.6	71.1
Total Group	**1,791.6**	**1,971.1**
% change	**-9.1%**	
■ Youth		
Boys' Life C.	19.0	19.8
Campus Life (10X)	47.0	52.2
Total Group	**66.0**	**72.0**
% change	**-8.4%**	
■ Business/national		
Barron's	132.7	136.9
Black Enterprise C.	48.3	33.3
Business Month C.	32.1	26.6
Business Week (52X) A. C.	241.5	246.7
Entrepreneur C.	221.0	201.3
Financial World (26X) C.	73.9	45.9
Forbes (26X) C.	247.2	225.5
Fortune (26X) C.	257.8	276.1
Frequent Flyer	32.0	30.4
Futures	38.3	40.5
Inc. Magazine C.	76.4	82.8
Industry Week (23X) A.	88.7	61.1
Nation's Business (12X) A. C.	26.9	39.1
Total Group	**1,516.8**	**1,445.8**
% change	**4.9%**	
■ Business/regional		
Advantage-Nashville's Bus. Mo.	66.0	52.0
Arizona Bus. Gazette (52X)	37.9	41.7
Baltimore Bus. Jrnl.	64.9	63.5
Bus. Jrnl.-Milwaukee	167.6	141.3
Bus. Jrnl.-Sacramento	69.6	68.9
Bus. North Carolina	25.0	18.2
Capital Dist. Bus. Review (52X)	58.8	68.1
Caribbean Business	49.2	64.6
Corporate Report Minnesota	52.4	60.8
Crain's Chicago Bus. (52X)	100.7	94.0
Crain's Cleveland Bus. (52X)	56.0	69.0
Crain's Detroit Bus. (52X)	76.2	66.0
Crain's New York Bus. (52X)	43.0	38.0
Florida Trend (13X)	42.3	56.7
Georgia Trend	31.8	48.3
Grand Rapids Bus. Jrnl.	23.3	30.3
Hawaii Business	41.5	37.8
Houston Bus. Jrnl. (52X)	62.0	57.0
Indianapolis Business Journal (52X)	118.0	133.2
Manhattan Inc. C.	21.8	27.8
New England Bus. (12X) A.	31.0	31.2
New Orleans City Bus.	52.6	44.9
Pacific Bus. News (52X)	87.0	97.4
Philadelphia Business Jrnl.	114.5	117.3
Pittsburgh Business Times (52X)	95.3	95.4
Providence Bus. News	62.6	70.0
Regardie's/Washington	138.0	162.0
St. Louis Bus. Jrnl. (52X)	90.0	118.5
Warfield Monthly Baltimore	58.4	43.3
Total Group	**1,937.3**	**2,017.0**
% change	**-4.0%**	
■ National Sunday mags		
Parade (52X) C.	50.2	58.1
USA Weekend (52X) C.	52.4	55.3
Vista Magazine (52X)	10.6	16.5
Total Group	**113.2**	**129.9**
% change	**-12.8%**	
■ Newspaper Sunday magazine		
Boston Globe	145.5	157.4
Chicago Tribune	64.4	52.2
Cleveland Plain Dealer	32.7	30.7
The Dallas Morning News	38.8	43.8
Detroit Free Press	26.0	33.0
L.A. Times C.	44.9	71.1
Louisville Courier-Jrnl.	18.0	35.0
New York Times Magazine C.	170.3	201.6
Philadelphia Inquirer	43.2	59.8
Seattle Times	55.0	54.0
St. Louis Post Dispatch	59.0	66.3
Toledo Blade Magazine	20.3	24.6
Washington Post	74.8	121.9
Total Group	**792.9**	**951.3**
% change	**-16.7%**	
■ Weeklies/bi-weeklies		
The Advocate (26X)	169.7	210.3
Army Times Military Group: Air Force Times (52X)	145.9	145.3
Army Times (52X)	138.9	136.4
Navy Times (52X)	153.9	158.6
Capper's (26X)	47.2	50.5
Commonweal (22X)	7.8	10.8
Golf World (40X)	156.1	118.5
Grit (52X) A.	40.3	45.0
National Journal (50X) C.	34.5	43.0
National Review (25X)	14.3	18.6
New Republic (48X)	41.2	41.2
New York Magazine (50X) C.	147.7	173.9
New Yorker C.	166.5	151.1
Newsweek (52X) A. C.	145.9	157.8
People (51X) C.	174.3	209.2
Rolling Stone (25X) C.	79.9	81.4
Sporting News (52X) C.	41.0	51.7
Sports Illustrated (52X) A. C.	147.0	191.5
Time (52X) A. C.	188.0	188.2
TV Guide (52X) A. C.	253.0	307.1
US Magazine (26X) C.	29.8	30.9
U.S. News & World Report (50X) A. C.	111.3	119.3
Total Group	**2,434.1**	**2,640.2**
% change	**-7.8%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

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